



MG Horoho's Suggested Professional Reading List



Better – A Surgeon Notes on Performance by Atul Gawandi

In his new book, Atul Gawande explores grippingly how doctors strive to close the gap between best intentions and best performance in the face of obstacles that sometimes seem insurmountable. His vivid stories take us to battlefield surgical tents in Iraq, to a polio outbreak in India, and to malpractice courtrooms around the country. He discusses the ethical dilemmas of doctors' participation in lethal injections, examines the influence of money on modern medicine, and recounts the astoundingly contentious history of hand-washing. And he gives a brutally honest insight into life as a practicing surgeon. Unflinching but compassionate, Gawande's investigation into medical professionals and their progression from good to great provides a detailed blueprint for success that can be used by people in every area of human endeavor.

Blink: The Power of Thinking Without Thinking

Blink is about the first two seconds of looking--the decisive glance that knows in an instant. Gladwell campaigns for snap judgments and mind reading with a gift for translating research into splendid storytelling. Building his case with scenes from a marriage, heart attack triage, speed dating, choking on the golf course, selling cars, and military maneuvers, he persuades readers to think small and focus on the meaning of "thin slices" of behavior. The key is to rely on our "adaptive unconscious"--a 24/7 mental valet--that provides us with instant and sophisticated information to warn of danger, read a stranger, or react to a new idea.

Gladwell includes caveats about leaping to conclusions: marketers can manipulate our first impressions, high arousal moments make us "mind blind," focusing on the wrong cue leaves us vulnerable to "the Warren Harding Effect" (i.e., voting for a handsome but hapless president). In a provocative chapter that exposes the "dark side of blink," he illuminates the failure of rapid cognition in the tragic stakeout and murder of Amadou Diallo in the Bronx. He underlines studies about autism, facial reading and cardio uptick to urge training that enhances high-stakes decision-making. In this brilliant, cage-rattling book, one can only wish for a thicker slice of Gladwell's ideas about what Blink Camp might look like

Congress and its Members by Roger Davidson and Walter Oleszek

The tension between Congress as a lawmaking institution and Congress as a collection of re-election-minded politicians has proven to be a powerful and effective way to understand Congress and the legislative process. Over nine editions, thousands of students have benefited from Davidson and Oleszek's tightly organized framework, as well as from their engaging and vivid narrative. Helping students understand the institution's evolution, *Congress and Its Members* paints broad brush strokes, while effectively showing enough color and detail to ground students in important concepts.

Each chapter of the tenth edition will feature new analysis of the most recent and important scholarship. While the authors discuss the overall position and prospects for congressional government, they will include up-to-the-minute details on:



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- the state of campaign finance, including performance under the McCain-Feingold legislation;
- the majority leader's efforts to strengthen his powers and the role of the new Democratic leaders in challenging the GOP's agenda;
- party realignment from the standpoint of floor voting, including the decline of the middle;
- the consequences of war for the legislative branch and for the separation of powers, as well as reorganization due to homeland security and intelligence reform;
- the new rules for the 109th Congress, with the possibility of changes in the Senate's filibuster rule and unusual procedures to pass legislation;
- the outlook for a second term president and the role of the minority party in challenging an assertive White House;
- big government conservatism, new regulatory trends, the rules and tools for effective oversight, and the shadow government of contractors;
- legislative-judicial conflicts, including controversies in naming judges to the federal bench;
- the return of deficits, the growing use of earmarks, congressional budget reforms, and the conflict between discretionary versus entitlement spending

Death by Meetings by Patrick Lencioni

The business meeting—a necessary evil or a vital and invigorating component of running an organization? According to management consultant Lencioni (*The Five Temptations of a CEO*), meetings should fit the latter description, but more often than not, he says, they don't. In this lackluster audio fable, Lencioni offers practical advice on how to revitalize your business by energizing your business meetings, but his pallid, passive prose would challenge the most skilled narrator, and Arthur is no exception. The voice Arthur lends Will, the young hero of this tale, resembles that of Sesame Street's Ernie on downers, and the various inflections he gives business owner Casey McDaniel and his management team don't make up for the characters' lack of character. Nevertheless, Lencioni's message comes across loud and clear—meetings should be interactive, not passive, and they should be structured (i.e., issues of immediate importance should be discussed in "weekly tactical" meetings, and issues that will fundamentally affect the business should be addressed in "monthly strategic" meetings). Although managers will find this advice worthwhile, they would gather just as much if they skipped the sluggish fable and listened to the last few tracks.

Fierce Conversations by Susan Scott

Susan Scott believes that interpersonal difficulties--at work and at home--are a direct result of our inability to communicate well. *Fierce Conversations* is based on principles from her international consulting practice, in which she teaches executives how to conduct such exchanges more dynamically and ultimately more effectively, thereby improving the relationships they enjoy with their various dialogue partners "one conversation at a time."



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Using identifiable anecdotes from her experience to inspire and inform, along with a series of practical exercises designed to impart the requisite skills, Scott walks readers through the individual steps she's developed to build better associations through more robust and honest discourses. Addressing all aspects of the process, from several methods for listening more attentively to specific ways she's fashioned to confront and resolve issues "that stand between you and success," Scott offers the type of concrete advice and confidence-building counsel that should help even the most reticent improve their communication skills dramatically.

Flags of Our Fathers by James Bradley

The Battle of Iwo Jima, fought in the winter of 1945 on a rocky island south of Japan, brought a ferocious slice of hell to earth: in a month's time, more than 22,000 Japanese soldiers would die defending a patch of ground a third the size of Manhattan, while nearly 26,000 Americans fell taking it from them. The battle was a turning point in the war in the Pacific, and it produced one of World War II's enduring images: a photograph of six soldiers raising an American flag on the flank of Mount Suribachi, the island's commanding high point.

One of those young Americans was John Bradley, a Navy corpsman who a few days before had braved enemy mortar and machine-gun fire to administer first aid to a wounded Marine and then drag him to safety. For this act of heroism Bradley would receive the Navy Cross, an award second only to the Medal of Honor.

Bradley, who died in 1994, never mentioned his feat to his family. Only after his death did Bradley's son James begin to piece together the facts of his father's heroism, which was but one of countless acts of sacrifice made by the young men who fought at Iwo Jima. *Flags of Our Fathers* recounts the sometimes tragic life stories of the six men who raised the flag that February day--one an Arizona Indian who would die following an alcohol-soaked brawl, another a Kentucky hillbilly, still another a Pennsylvania steel-mill worker--and who became reluctant heroes in the bargain. A strongly felt and well-written entry in a spate of recent books on World War II, *Flags* gives a you-are-there depiction of that conflict's horrible arenas--and a moving homage to the men whom fate brought there.

Freak Economics

Economist Steven Levitt is a popularizer in the best sense of that term, and his reality-based view of economics encompasses both how it touches our daily lives (though we may not always see it) and how it can help bring clarity to that messy world we live in. In *FREAKONOMICS*, written with journalist Stephen J. Dubner, Levitt casts his professorial eye on a range of topics and behaviors, phrasing questions in a way that will open up the topic. The chapter "What Do Schoolteachers and Sumo Wrestlers have In Common?" explores the issue of cheating as an incentive. He examines the economics of crime in a chapter entitled "Why Do Drug Dealers Still Live with Their Moms?" Perhaps he is most controversial when, in another chapter, he connects a drop in the crime rate with a rise in abortions. Along the way, Levitt probes and challenges and delights with facts and figures as he takes us down some less-traveled pathways.



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He remains, however, true to his discipline, and says his approach "employs the best analytical tools that economics can offer." Reading FREAKONOMICS is like being in the classroom of one of those teachers who really make the subject come alive. You won't get a master's degree from this book but you will have a learning experience.

Hard Wiring for Excellence

As a charge nurse, one is in a key role to make health care work for everyone - patients, families, physicians, nurses, and all the many other people who are involved in the care and healing of patients. The word that may be unexpected is Leader. Caregiver might be the descriptive word when one thinks of a charge nurse, but leader is what they really are. A great charge nurse has to do with being a good leader. A great charge nurse leads a healthcare team and its individuals to manage the care of patients therapeutically. Leadership is the key to molding a group of individuals into an effective team. If led well, the team can perform the many tasks and responsibilities required for the care of patients more effectively. A good leader can transform a list of tasks into a coordinated approach to healing.

Harvard Business Review – The Mind of a Leader

The psychology of leadership is changing. Today's organizations want leaders who coach rather than control, who give counsel, not commands. To teach these skills to students, educators are delving into the minds of effective leaders to discover just what makes them tick.

How to Become a CEO - by Jeffrey Fox

Fox heads his own marketing consulting company, and he demonstrates here that he knows how to package an idea. While there is nothing especially original about a list of rules for getting ahead, Fox's guide is filled with 75 tips that are short, sweet, and to the point. Moreover, the ideas themselves are fresh. You have to admire the pluck of someone who counsels spending one day a month in the library and recommends sending handwritten notes. For each suggestion, Fox includes one or two pages of elaboration. Other advice: Always take vacations. Always take the job that offers the most money. Never write a nasty memo. Don't take work home from the office. Never let a good boss make a mistake. And, nary a mention of Machiavelli or Sun-Tzu.

How to Win Any Negotiation by Robert Mhyer

Today's super negotiator has to be a versatile problem solver, seeking hard-bargain results with a soft touch. With punch and panache, Bob Mayer shows you how to make the grade, revealing powerful negotiating tools drawn from a unique blend of sources:

- Recent advances in psychology, linguistics, trial advocacy, sales, and management communications—the cutting edge of the art of performance.
- Tips, tricks, and techniques from 200 of the world's masters—the legendary street and bazaar merchants of Bombay, Istanbul, Cairo, and Shanghai.



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- Mayer's own "been there, done that" years as a lawyer representing thousands of clients (from foreign government agencies and mega-corporations to some of the world's best-known actors, authors, and athletes), negotiating deals on everything from amphitheaters to Zero aircraft.

Leadership is an Art by Max Depree

Rather than offering a how-to manual on running a business, DePree, CEO of Herman Miller Inc., a manufacturer of office furniture, details, in deceptively simple but imaginative language, a humanitarian approach to leadership. The artful leader, he argues, should recognize human diversity and make full use of his or her employees' gifts. Further, he believes, a leader is responsible not just for the health of a company's financial assets, but for its ethics. Advocating management through persuasion, and the exercise of democratic participation rather than concentrated power, he favors covenantal relationships with employees that rest on shared purpose, dignity and choice. The author stresses the need for communication, but his only direct guidance concerns the need for job performance reviews and self-evaluation.

Leadership Jazz by Max Depree

Leadership in the workplace, says Max DePree, is like playing jazz; it's more an art than a science. Today's successful managers are attuned to the needs and ideas of their followers and even step aside at times to be followers themselves. As a result, they spark vitality and productivity from their work force. They cultivate communication and spontaneity, diversity and creativity, and the unique potential of every person in the organization to contribute to the success of the team. In *Leadership Jazz* you'll learn

- How to hold people accountable but still give them space to make mistakes.
- How to balance the needs of your employees with those of the company.
- How to inspire change and innovation and maintain a sense of stability.
- How to practice the art of delegation.
- How to work constructively with creative people.
- How to assess candidates for senior positions.

Personal Memoirs of U.S. Grant by Ulysses S. Grant

Considered among the greatest of military memoirs, these two volumes were an immediate bestseller. With the help of his publisher, Mark Twain, Grant wrote to the last month of his life to leave a legacy for his family after being defrauded a year earlier of his estate.

Silos, Politics and Turf War by Patrick Lencioni

This book deals with the internal war that happens within a company, between departments. They are always at loggerheads if one department hogs the limelight. This problem and the ensuing solution is again shown with the help of a story. Patrick Lencioni has the expertise of story-telling - using fables and realistic stories to illustrate the all-to-common problems inside today's organizations.



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Speed of Trust by Stephen Covey

Trust is so integral to our relationships that we often take it for granted, yet in an era marked by business scandals and a desire for accountability this book by leadership expert Covey is a welcome guide to nurturing trust in our professional and personal lives. Drawing on anecdotes and business cases from his years as CEO of the Covey Leadership Center (which was worth \$160 million when he orchestrated its 1997 merger with Franklin Quest to form Franklin Covey), the author effectively reminds us that there's plenty of room for improvement on this virtue. Following a touching foreword by father Stephen R. Covey (author of *The 7 Habits of Highly Effective People* and related books), the junior Covey outlines 13 behaviors of trust-inspiring leaders, such as demonstrating respect, creating transparency, righting wrongs, delivering results and practicing accountability. Covey's down-to-earth approach and disarming personal stories go a long way to establish rapport with his reader, though the book's length and occasional lack of focus sometimes obscure its good advice.

The Art of War by Sun Tzu

The Eastern mind which Sun Tzu articulates does not see war or conflict as "good" or as a means to an end. Its in a fascinating way, a view that is more Judeo-Christian than the so-called Protestant reformation-based West's concepts of positional warfare and a climactic battle as a form of a nation-state duel that justifies their existence (raison d'être) in that Sun Tzu sees the highest form of warfare is AVOIDING IT by deception and psychological ploys that result in the enemy becoming your friend because war is a waste for everyone that practices it. Those that see Sun Tzu as an after-school karate class one takes to be a nice-to-have adjunct to an ends-justifies-the-means run-over-people-to-get-what-you-want Western mindset are "missing the boat" and reading the book at a very shallow, selfish level. These folks are really wannabe Samarai reading a book for quiet ninjas. Sun Tzu also goes on to show that the epitome of warfighting is NOT "prolonged operations, however brilliantly executed" but the General who can avoid war and ironically by so doing receives no glory or acclaim yet is the true hero of the people and the state. What this means is that today--in the 21st Century with the information warfare means available to us, we can for the first time execute Sun Tzu's vision better than ever before because we can bypass armies and bloody fights and reach the hearts/minds of the people themselves--if we are clever and moral enough to do so. If we think of Sun Tzu as a parlor trick, we will not have the morality to persuade the other person to join our side and the trickery of physical fighting will only yield a temporary victory as the enemy rebounds at a later date. Sun Tzu looks deep into the human condition, to understand him you have to do the same; the way of a ninja is more closely related to this kind of thinking than a samurai looking for public acclaim/attention. A true ninja today would use Sun Tzu to make the militaries of the free world more effective in 4th Generation War (See Van Crevald's *The Transformation of War*) and use all the customary battlefield tricks of indirectness and deception he talks about if these primary efforts fail. If you want to truly understand Sun Tzu, get your mind on the right boat to China and look deep into your condition as a human and put aside what he says as gimmicks.



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The One Thing You Need to Know...About Great Managing, Great Leading, and Sustained Individual Success by Marcus Buckingham

Buckingham has taken an over documented topic and provided a fresh new approach to management & leadership. He explains in unique detail the difference between a manager and a leader (which I always thought were one in the same). The added benefit to this book is the third piece on "Individual Sustained Success" which is simply - simple! I would highly recommend this book to anyone who is looking for a tool to help them become a better leader or a more respected manager.

The Transparent Leader by Herb Baur

To restore consumer trust in American companies and products, Baum, chairman, president and CEO of Dial Corporation, believes that all executives must adopt a "transparent" style of leadership: honest accountability upstairs, a value-based company culture throughout and employees who are service oriented. Writing with Kling (Exit Row), Baum talks about his role in firing a former Dial CEO and about others he has dismissed throughout his career for overstating profits and concealing problems from boards of directors. Baum argues that developing the right company culture starts with a written statement spelling out and encouraging an open line of communication to management, and he presents himself as practicing what he preaches, with employees at all levels regularly emailing or phoning him with comments. The philosophy and approach are sound, though not revolutionary; the broader commentary on corporate greed, scandals and failing companies will be familiar to anyone who regularly follows business news. The book is most compelling when Baum details specific practices at Dial, to the point of printing an appendix of his own memos, on communication and other topics.

The Unofficial Guide to Marketing Your Small Business by M. Layton Turner

From the author of the successful The Unofficial Guide to Marketing Your Small Business, this handy guide provides detailed information on low-budget, high-impact marketing techniques that produce near-immediate results. Small businesses need a quick return on their marketing investments, and this book shows the best ways to achieve it. Small business expert Marcia Layton Turner puts her wealth of business knowledge to work for business owners who need results now. The Unofficial Guide to Marketing Your Small Business provides comprehensive, straightforward coverage of everything small and large businesses need to know about the vital basics of effective marketing.

We Were Soldiers Once and Young: Ia Drang by LTG (ret) Harold Moore and Joseph Galloway

On Nov. 14, 1965, the 1st Battalion of the 7th Cavalry, commanded by Lt. Col. Moore and accompanied by UPI reporter Galloway, helicoptered into Vietnam's remote Ia Drang Valley and found itself surrounded by a numerically superior force of North Vietnamese regulars. Moore and Galloway here offer a detailed account, based on interviews with participants and on their own recollections, of what happened during the four-day battle. Much more than a conventional battle study, the book is a frank record of the emotional reactions of the GIs to the terror and horror of this violent and bloody encounter. Both sides claimed victory, the U.S. calling it a validation of the newly developed doctrine of airmobile warfare. Supplemented with maps, the memoir is a vivid re-creation of the first major ground battle of the Vietnam War.



Major General Horoho's Personal Spiritual Reading List:

Beyond Jabez by Bruce Wilkerson

"Director's Cut" of Jabez Follows Up on Spiritual Phenomenon Bruce Wilkinson's breakthrough teaching in The Prayer of Jabez captivated millions and continues to lead to changed lives around the world. This follow-up message discusses in greater detail the specific steps to take in making this scriptural passage part of your prayer life. For each of the prayer's four sections, Wilkinson explains important biblical distinctions, answers misconceptions about the prayer, offers practical steps to praying the prayer, and shows potential results in readers' lives. New content, exciting Jabez-inspired stories, and enriched commentary from Dr. Wilkinson make this a must-have for anyone who wants to live a world-changing life for God.

Bible on Leadership by Woolfe

Woolfe provides a unique way to view the Bible -- a leadership tool to be applied to the modern corporate world. Rich in business insight, readers will enjoy the leadership lessons gleaned by biblical and modern day readers.

God is My CEO

Will money or morality emerge victorious in the war zone of work skirmishes? Julian, with seasoned experience as a leadership management consultant for companies such as 3M, Honeywell, AT&T and General Mills, provides solid answers for this troubling dilemma. He discusses 10 key principles that he deems essential for transforming workplace problems into both spiritual and bottom-line success stories. Each chapter poses an issue (such as developing patience, cultivating leadership by example, yielding control, making tough decisions and maintaining right priorities) followed by a solution. In a chapter on "integration," for example, Julian poses the bottom-line question: "How do I balance employee needs with profit obligations?" To explain his approach (to "integrate people and profits into win-win solutions"), Julian details the experiences of two business executives who have creatively solved this problem, and shares the underlying principles they implemented. Indeed, the personal stories of business leaders form the core of the book, tied together by Julian's practical steps and discussion questions at the close of each chapter. Readers will be especially intrigued by the trials and triumphs of such well-regarded business executives as S. Truett Cathy (Chick-Fil-A), Bob O. Naegele Jr. (Rollerblade), C. William Pollard (The ServiceMaster Company) and Marilyn Carlson Nelson (Carlson Companies). Many leaders, whether newly indoctrinated to the world of business or veteran executives, will find tools for the trade in this excellent guidebook to living out one's faith in a ruthless "bottom-line" world.

Leadership Lessons of Jesus by Briner and Pritchard

The business world is rife today with books about leadership styles (e.g., Covey's Seven Habits of Highly Effective People). In their book, Briner and Pritchard hold up the example of Jesus as a leader worth emulating by modern leaders. The book is composed of 51 short reflections on verses of the Gospel of Mark that demonstrate the principles of Jesus's style of leadership. Each chapter opens with a long passage from Mark and then focuses on one key verse from that longer passage.



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The remainder of each chapter is a mini-devotion on the particular leadership quality illustrated by each passage. For example, Briner and Pritchard narrate the story of Billy Graham and the temptations he has faced as a great modern leader as an illustration of Mark's story of the temptation of Jesus by Satan. Some of the other principles of leadership that emerge from this book include the ability to delegate, the practice of strategic withdrawal and the practice of loyalty and honesty. Because of its choppy style and its vignette-like structure, the book ultimately lacks any coherent vision of leadership style.

Leadership Promises for Every Day by Maxwell

Applauded as one of the world's most popular leadership experts, John C. Maxwell distills many of his winning concepts and scriptural meditations into a daily devotional, following the phenomenally popular format of *Grace for the Moment* and *Hope for Each Day*. Delivered with his trademark style of confidence and clarity, Maxwell addresses a host of relevant topics including success, stewardship, teamwork, and mentoring. This book will have a 4-color background and dynamic images from nature, sure to inspire leaders as they read. With over 5.2 million books sold, he is nationally recognized as the authority on bringing together biblical principles and personal objectives that unlock an individual's potential and result in life-changing decisions. In addition to his success as an author, Maxwell reaches a quarter-million people each year through highly anticipated appearances at conferences and other events. As the founder of INJOY Group, Maxwell is considered America's expert on leadership and maximizing potential.

Purpose Driven Life by Warren Zundervam

The most basic question everyone faces in life is Why am I here? What is my purpose? Self-help books suggest that people should look within, at their own desires and dreams, but Rick Warren says the starting place must be with God and his eternal purposes for each life. Real meaning and significance comes from understanding and fulfilling God's purposes for putting us on earth. The Purpose-Driven Life takes the groundbreaking message of the award-winning Purpose-Driven Church and goes deeper, applying it to the lifestyle of individual Christians. This book helps readers understand God's incredible plan for their lives. Warren enables them to see the big picture of what life is all about and begin to live the life God created them to live.

Starting Your Day Right by Joyce Myer

Most Christians agree that when believers start the day off by seeking God, it gives them a positive outlook and a sense of peace that leads to a better day-and ultimately a better life. Now, Joyce Meyer provides readers with a day-by-day guide for getting closer to God every morning of the year. Topics in this 365-day devotional include the keys to enjoying every single day, balancing out extremes, acting with discipline and self-control, being happy, living without fear, and much more. Readers will be propelled each morning with a resurgence of hope and resilience for life through these brief and inspirational thoughts, and will never again want to leave home without first seeking the Lord.

